

Federal Communications Commission

302

WASHINGTON, D.C.

RECEIVED

NOV 29 2000

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)
)
Amendment of Section 73.202(b),)
Table of Allotments)
FM Broadcast Stations.)
(Mount Pleasant and Hemlock, Michigan))

MM Docket No. _____
RM- _____

To: Chief, Allocations Branch

PETITION FOR RULE MAKING

Wilks Broadcasting LLC ("Wilks"), licensee of WCEN-FM, Mount Pleasant, Michigan, by its undersigned attorneys and pursuant to Section 1.401 of the Commission's rules, hereby petitions the Commission to amend the FM Table of Allotments, Section 73.202(b) of the Commission's rules, to reallocate Channel 233C1 from Mount Pleasant, Michigan to Hemlock, Michigan and to modify the license of WCEN-FM to specify Hemlock as its community of license. Specifically, Wilks requests that the FM Table of Allotments be amended as follows:

<u>Community</u>	<u>Present</u>	<u>Proposed</u>
Mount Pleasant, Michigan	233C1, 282A	282A
Hemlock, Michigan	--	233C1

In support of this Petition, Wilks states as follows:

Technical Considerations

1. As demonstrated by the Engineering Statement attached hereto as Exhibit A, the requested reallocation of Channel 233C1 to Hemlock is mutually exclusive with WCEN-FM's currently authorized allotment at Mount Pleasant. Therefore, the proposed reallocation complies

No. of Copies rec'd at 4
List A B C D E

MMB

with the requirements of Section 1.420(i) of the Commission's rules. In addition, the proposed reallocation will enable Wilks to provide the community of Hemlock, a Census Designated Place that is not located within any urbanized area, with its first local aural transmission service without depriving Mount Pleasant of local broadcast service. Finally, because the proposed reallocation does not involve a site change, no existing listeners will be deprived of reception service.

Policy Considerations

2. As noted above, the community of Hemlock currently has no local aural transmission service. On the other hand, Mount Pleasant currently is served by WCEN-FM as well as four other radio stations, commercial stations WCEN(AM) and WCZY-FM, and noncommercial educational FM stations WCMU-FM and WMHW-FM.¹ Thus, Mount Pleasant will continue to have local aural transmission service upon grant of the requested reallocation.

3. The community of Hemlock has the social, economic, and cultural characteristics of a community and warrants a first local aural transmission service. Hemlock is listed in the 1990 U.S. Census as a Census Designated Place with a population of 1,601 people and has its own post office and zip code. The community, which is situated in the middle of Richland Township in northwestern Saginaw County, was originally named Hemlock City in 1869 because of the vast number of Hemlock trees that covered the area. Today, Hemlock is an agricultural community and is the hub of Richland Township. Specifically, the township's government offices, which include the headquarters for the township's fire and police departments and meeting space for the park board and planning commission, are located in

¹ WCEN(AM) has recently gone temporarily dark.

Hemlock, and mail for the township is delivered to the Hemlock post office. Hemlock is served by its own water and sewer system provided by the township.

4. Moreover, the community has its own school system, the Hemlock Public School District, composed of Hemlock and Ling Elementary Schools, Hemlock Middle School, and Hemlock High School, which serve the students of Hemlock as well as students in surrounding areas of Saginaw and Midland counties. The community also includes a local library, several churches, including Hemlock United Methodist Church, and numerous businesses that serve its residents, including Hemlock Semiconductor Corporation, Hemlock Cleaners, Hemlock Family Hair Care, Hemlock Body Shop, Hemlock Veterinary Clinic III, as well as other businesses without Hemlock in the name such as White Knight Fluid Handling, Inc., Dow Corning Corporation, Frost Restaurant, Wright Pharmacy, Ric's Food Center, Farm Bureau Insurance, Farmer's State Bank, Bank One, Citizens Bank, Homestead Cabinets, Weigolds Custom Carpentry, Kids-N-US Daycare, the Lone Star Western Store, and the Maple Hill Golf Club.² In similar circumstances, the Commission has found other places to possess the requisite social, economic and cultural components to qualify as communities for allotment purposes.³ Moreover, awarding a Class C1 station as a first local service to a community the size of Hemlock is consistent with Commission precedent.⁴

² See Exhibit B hereto.

³ See, e.g., *Pentwater and Walhalla, Michigan*, 13 FCC Rcd 6580 (MM Bur. 1998) (finding Walhalla, Michigan, a 400 person community located in Branch Township, to be a community for allotment purposes because it constituted an identifiable population grouping with businesses and community organizations that identified themselves with its residents), *Deerfield, Missouri*, 12 FCC Rcd 12150 (MM Bur. 1997) (finding Deerfield, Missouri, an 85 person community located in Deerfield Township, to be a community for allotment purposes).

⁴ See, e.g., *Monahans and Gardendale, Texas*, 15 FCC Rcd 10274 (MM Bur. 2000) (granting request for reallocation of Channel 271C from Monahans to Gardendale, Texas, where
Footnote continued on next page

5. If the proposal set forth herein is adopted, Wilks will expeditiously submit a minor change application for a construction permit specifying the new facility at its currently authorized transmitter site and, once its construction permit is granted, will proceed promptly to file an application for a covering license for the station licensed to Hemlock.


Conclusion

Grant of the instant proposal will result in a preferential arrangement of allotments as it will permit WCEN-FM to provide a first local aural transmission service to a community currently without such service without depriving Mount Pleasant of local transmission service or any listeners of existing reception service. For these reasons, Wilks respectfully requests that the Commission promptly initiate the rule making requested herein to amend Section 73.202(b) of the Commission's rules, the Table of Allotments for FM Broadcast Stations, to reallocate Channel 233C1 from Mount Pleasant to Hemlock, Michigan, as the latter community's first local aural transmission service.

Respectfully submitted,

WILKS BROADCASTING, LLC

SHAW PITTMAN
2300 N Street, NW
Washington, DC 20037-1128
(202) 663-8000

By: 
Richard R. Zaragoza
Veronica D. McLaughlin

Dated: November 29, 2000

Its Attorneys

Footnote continued from previous page

Gardendale, a community of 1,103 people, would receive its first local service and Monahans would also continue to have local service).

EXHIBIT A

R. M. SMITH ASSOCIATES

BROADCAST TECHNICAL CONSULTANTS

4267 NW FEDERAL HIGHWAY #120 - JENSEN BEACH, FL 34957

(561) 335-0688 FAX (561) 335-1438

E-MAIL Rmsradio@aol.com

**ENGINEERING STATEMENT
IN SUPPORT OF
PETITION FOR RULE MAKING
BY
WILKS BROADCASTING LLC**

NOVEMBER 22, 2000

PURPOSE AND SCOPE

The Petition of which this Statement is a part, requests a modification of the FM Table of Allotments in 47 C.F.R. 73.202(b) to change the Community of License of WCEN(FM), 233C1, Mount Pleasant, MI to Hemlock., MI.

ALLOTMENT COORDINATES

The allotment coordinates of Channel 233C1 at Mount Pleasant, MI are N43-34-36, W84-45-57. No change in these coordinates is required, and this Petition requests none.

70 dBu COVERAGE OF HEMLOCK, MI

The community of Hemlock, MI is located at N43-24-50, W84-13-50 at a distance of 46.9 km from the allotment site and 46.0 km from the WCEN-FM transmitter site. A full Class C1 facility (100 kW at 300 m HAAT) at the allotment site results in a HAAT of 317 m toward Hemlock, MI. The WCEN facility (100 kW at 299 m HAAT) results in a HAAT of 315 m toward Hemlock, MI.

The 70 dBu f(50,50) contour from the allotment site, in the direction of Hemlock, MI, lies at a distance of 51.2 km and encompasses the entire community of Hemlock.

The 70 dBu f(50,50) contour from the WCEN-FM facility, in the direction of Hemlock, MI, lies at a distance of 51.0 km and encompasses the entire community of Hemlock.

AURAL SERVICES IN MOUNT PLEASANT, MI

Mount Pleasant, MI, currently has five licensed aural services:

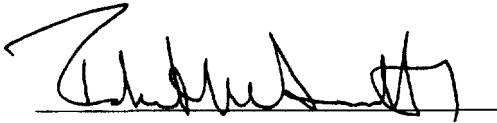
WCEN-FM	233C1
WCZY-FM	282A
WCMU-FM	208C1
WMHW-FM	218A
WCEN(AM)	1150 kHz

AURAL SERVICES IN HEMLOCK, MI

There are no aural services currently licensed to Hemlock, MI. WCEN-FM will become the first aural service licensed to that community.

CERTIFICATION

I, Robert M. Smith Jr., of Port St. Lucie, Florida, do hereby certify that all of the statements, data and calculations in this Statement are true and correct to the best of my knowledge and belief. I further certify that I am an experienced and qualified broadcast engineer, and that my qualifications are a matter of record with the Federal Communications Commission.

A handwritten signature in black ink, appearing to read 'Robert M. Smith Jr.', is written over a horizontal line.

Robert M. Smith Jr.

EXHIBIT B

Hemlock - Richland Township, Michigan



48626

[Businesses](#)
[Churches](#)
[County Information](#)
[Coupons](#)
[Event Calendar](#)
[Government](#)
[Organizations](#)
[Real Estate MLS](#)
[Recreational](#)
[Related Links](#)
[Weather](#)

Hemlock is a small farming community in northwestern Saginaw County in Richland Township. It was originally named Hemlock City in 1869, after the vast amount of Hemlock trees which covered the area then. It grew during the lumbering era, when the Saginaw Valley & St. Louis Railroad came through here, bringing along settlers and civilization. The name was changed to Hemlock in 1895.

Hemlock today has survived throughout the years as an agricultural community, retaining its small-town atmosphere. It is governed by the township.



Photos courtesy of:
Ken Huisjen, MultiMag, Inc.



Founded 1

1140 N.Hemlock Road Hemlock, Michigan 48

Phone (517) 642-2097

Fax (517) 642-5



Welcome to Richland Township's Web Site !



Clerk



Treasurer



Supervisor



Fire



Police



Parks



Manager



Planning/Zoning



Richland Township is a community of approximately 6,000 residents located 10 miles west of Saginaw, Michigan. The Township is a General Law Township and is governed by a Board of Trustees, although there is a full time Township Manager as well.

The Township Offices shown above carry normal business hours of 8:00 a.m. to 5:00 p.m. Monday through Friday except for holidays. There are full time staff available during those times. The Assessor and Zoning Administrator is available in the office from 9 until noon on Wednesdays. The Building Inspector carries office hours on Thursday mornings.

The unincorporated Village of Hemlock sits in the middle of the township and includes a vibrant and growing commercial area to serve its residents. The village area is served by a water and sewer system. Currently there are four commercial projects underway with more on the drawing boards. Residentially there are two new subdivisions just completed with new housing under construction in both. There is ample acreage land for sale for residential purposes. Agriculture is alive and well in the township with some dairy farms and many large tract crop parcels.

The schools in the township include a public elementary, middle and high school and a parochial K-8 school.



Founded 1

1140 N.Hemlock Road Hemlock, Michigan 48

Phone (517) 642-2097

Fax (517) 642-5



Richland Township Police Department has four full time Officers. The Police Chief is Robert Dalton., Other sworn full time Officers for the Richland Township Police Department are: Officer Gary Wade, Officer Kim Aldrich and Officer Kenneth ling.

There are in excess of eighty years of police experience with the four full time sworn Officers. The Department has three fully marked police units plus one unmarked vehicle.

All emergency calls are sent through 911 Central Dispatch. The Office is open from 8:00 a.m. - 5:00 p.m. for non-emergency items. Please call 517-642-5707 during normal business hours.

The Department is dedicated to the safety and well being of the citizens of Richland Township.

Please remember to report all crimes!



Home

Clerk

Treasurer

Supervisor

Fire

Police

Parks

Manager

Planning/Zoning

Library

Directory



Founded 1

1140 N. Hemlock Road Hemlock, Michigan 48

Phone (517) 642-2097

Fax (517) 642-5



RICHLAND TOWNSHIP PLANNING COMMISSION

Home

(3 year terms)

Clerk

Brian Bauer, Chairman
 Bernard Neuenfeldt, Sec.
 Jack Swihart
 David H. Schafer

Gary Turner, Vice Chrmn.
 Ken Roggow
 Ralph Frederick

Treasurer

Supervisor

The basic function of the Planning Commission is to make and adopt a plan for the township's land use development. The Planning Commission is required to review any plats, subdivisions, site plans or special use permits.

Fire

The Richland Township Planning Commission meets the first Tuesday of the month, 7:30 P.M. at the Richland Township Office.

Police

Parks

ZONING BOARD OF APPEALS

(3 year terms)

Manager

Brian Bauer
 Nelson Stapleton

John Shields

Planning/Zoning

Library

Directory

The function of the Zoning Board of Appeals is to hear and decide appeals from and review any order, requirement, decision or determination made by any administrative official charged with enforcement by the Zoning Ordinance.



Founded 1

1140 N.Hemlock Road Hemlock, Michigan 48

Phone (517) 642-2097

Fax (517) 642-5



RICHLAND TOWNSHIP PARK BOARD

Home

(4 Year Terms)

Clerk

Maynard Bohn, Chairman
 Donald Ojczyk
 James Schultz
 Ronald Garno

Lori Treib, Secty.
 Mike Glynn
 Carol Conger

Treasurer

Supervisor

The Richland Township Park Board meets the first Monday of the month,
 7:00 P.M. at the Richland Township Office.

Fire

PARK PAVILION RESERVATIONS

Police

The Richland Township Community Park currently has three pavilions for rent. The fee must be paid in full at the Richland Township Office in order to reserve a pavilion.

Parks

Pavilion #1 - \$30.00	Holds 130 People
Pavilion #2 - \$25.00	Holds 80-90 People
Pavilion #3 - \$20.00	Holds 35-40 People

Manager

Click for a printable park pavilion reservation form. (Adobe Reader required.)

Planning/Zoning

Library

Directory

Ling/Elementary Schools

Welcome to

Hemlock Elementary



Ling Elementary



Hemlock / Ling Elementary Schools

Gerald Madaleno

Principal

[Click here for Staff](#)

Louise Bunterbart

Becky Buxman

Secretaries

Phone: (517) 642-5221 Hemlock Elementary

(517) 642-5235 Ling Elementary

School Hours

8:50 a.m.--3:30 a.m.

-

Hemlock/Ling Elementary School Mission Statement

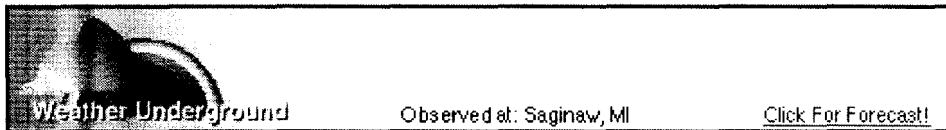
The Hemlock/ Ling Elementary school staff, in partnership with our community, is committed to educational excellence. All students will be prepared academically, physically, socially, and emotionally for their future.

School Improvement

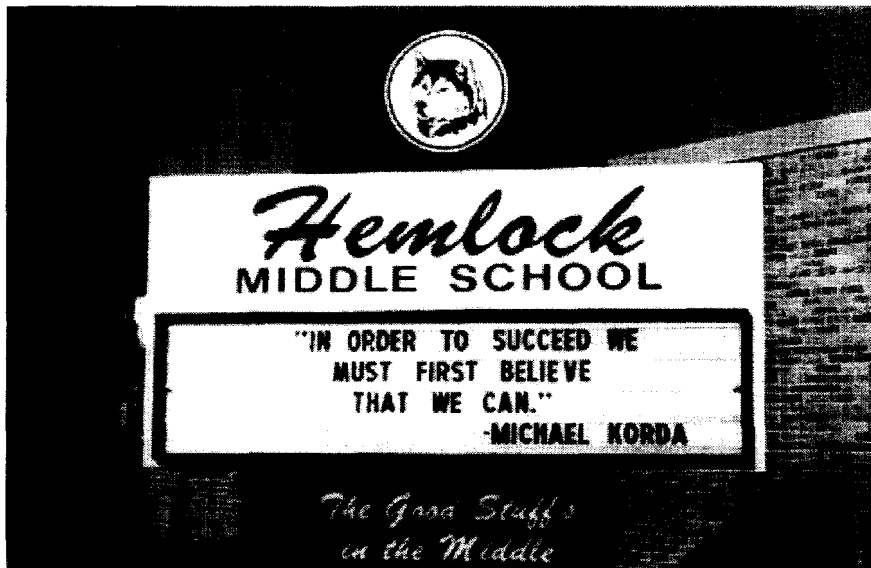
Our school improvement plan is an on-going process at Hemlock/Ling School. Annually, the staff evaluates the process made and makes additions or changes to the plan. The complete school improvement plan is on file in the principal's office.

As the school improvement process continues, the committee develops a series of goals to focus upon during the next five years. These goals are as follows:

- 1.Students will exhibit a continuous rate of academic growth enabling them to achieve at a successful 4th grade level in reading and language arts.
- 2.Students will exhibit a continuous rate of academic growth enabling them to achieve at a successful 4th grade level in mathematics.
- 3.Students will exhibit a continuous rate of academic growth enabling them to achieve at a successful 4th grade level in science.
- 4.Continue our involvement with the Michigan Accreditation Program.



Hemlock Middle School

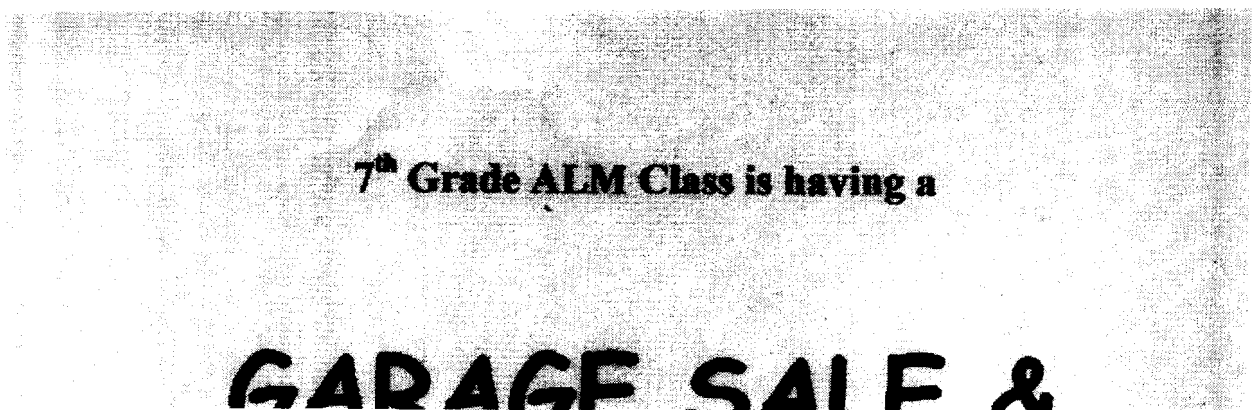


Office Hours: 6:30 a.m.- 3:00 p.m.

Principal: Terry Keyser

Secretary: Genise Buckley

Assistant Secretary: Marcia Romain



BAZAAR

To raise money for a community service project and for a cultural field trip.

WHEN: Saturday November 11, 2000

TIME: 10:00a.m. To 4:00p.m.

**WHERE: Hemlock Middle School Cafeteria,
525 Maple St.**

There will be items such as:

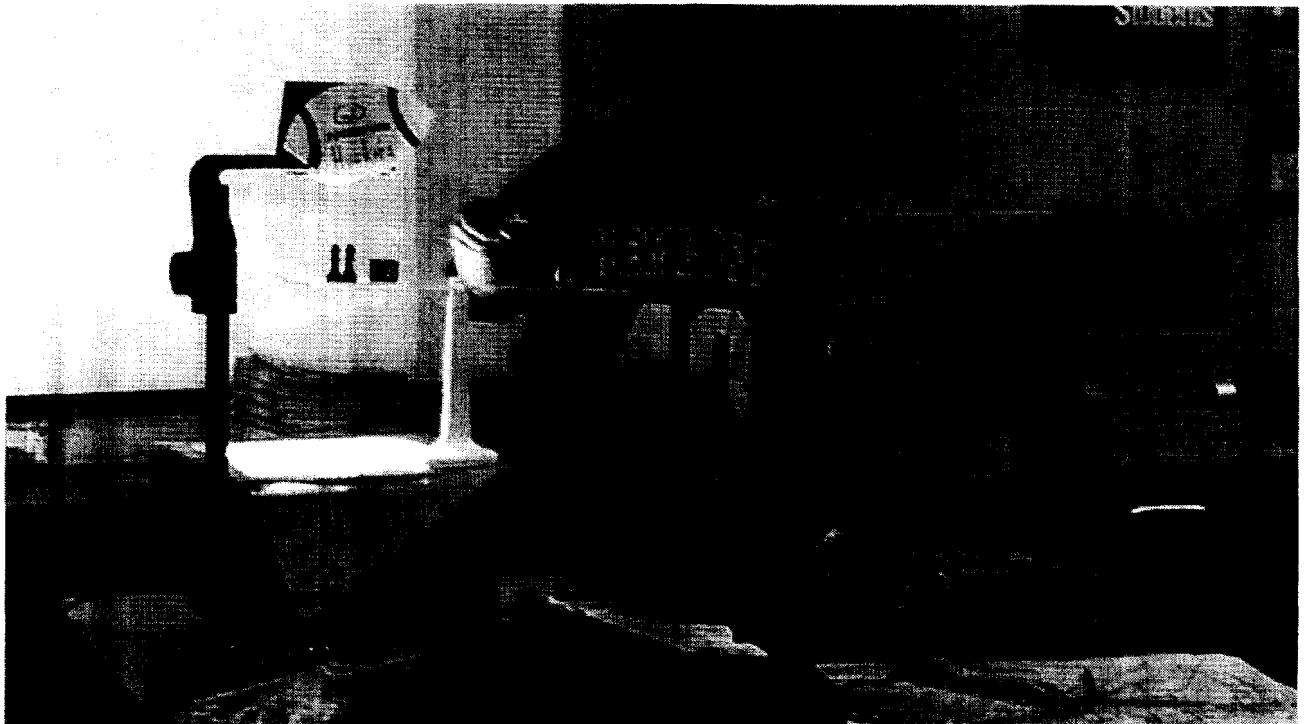
**Baked Goods, New and Gently Used Books, Crafts,
Jewelry, Ornaments, Stained Glass, Indoor/Outdoor
Trellis, and Door Swags also Trading Cards, Beanie
Babies, Educational Games, Collectors Key Chains,
Stuffed Animals and more.**

Mr. Kowalski's math class.

"Hands On Equation"

Students in Mr. Kowalski's math class use scales,
dice and pawns to solve algebraic equations.



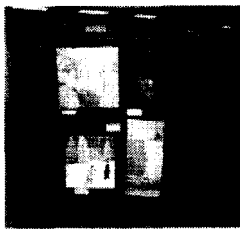


Hemlock High School

Home of the Huskies



Welcome to Hemlock High School



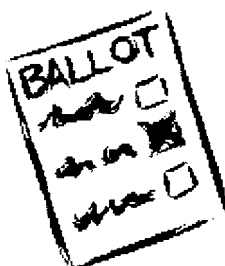
Student Section



Sports



Library



SpeakOut.comSM

Track the presidential outcome at

CNN.com.ELECTION2000

Congratulations to Our Cross Country Team Who
Finished 2nd Place at the Cross Country State Finals

The deal is that if Hemlock wins at the State Competition, Coach Agresta will run back to Hemlock from Brooklyn, Michigan. What a distance!!!



Congratulations to the Cross Country team who finished in 2nd place. Great job!!!

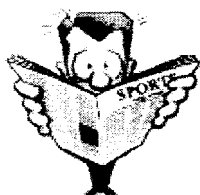
PuZzLer Contest

One of the few things that Bess can't block!



**Check Out
from HOM**

News Points:



In response on an email submitted to the Hemlock website, a section entitled Homecoming 2000 has been created to show pictures of the homecoming festivities. Check it out.

How many of you have ever wondered if Bess is real?

Click Here to Find Out



The Boys Varsity / JV / Freshmen schedule is available here =>
Click Here



NHS Blood Drive is Friday, November 10, 2000 from 8:00am to 2:00pm

Hemlock Public Schools Technology

Hemlock Public Schools places a high priority in obtaining appropriate technologies and integrating them into the school's curriculum. Three Board of Education members serve on the District's Technology Committee. The Committee is made up of administrators and teachers from each of the District's buildings. A new technology plan is being developed to help focus the technology efforts of the district.

Band

Upcoming Band Events

Click Here for Upcoming Band Events



Hemlock Music Boosters



The purpose of the Hemlock Music Boosters is to create a better understanding between all of those involved and interested in the music programs of the Hemlock Public Schools and to provide educational opportunities and services to the students. Assisting the 2000/01 Director of Hemlock Bands, Nancy Benjamin, is President Roberta Compton and her cabinet. Major projects for the 2000/01 school year include assisting the Hemlock community by providing services when needed, grant writing, raising funds for the band's April 2001 trip to New York City, raising funds to further enrich the musical education of our bands, and helping to provide funds to buy uniforms and equipment. The organization is also supporting a permanent music scholarship program set up in memory of Saginaw musician and educator, Bill Kempf.

Hemlock Music Booster meetings take place on the second Tuesday of every month. For more information or to be placed on our mailing list, contact Genise Buckley at the Hemlock Middle School Office at 517/ 642-5253.

The Buekers Challenge



John and Michelle Bueker of Bueker Development in Hemlock have noticed the good things happening in the Hemlock Band Program and have decided to propose a challenge to Hemlock businesses and the community.

Last year, Char O'Connor (wife of Dr. O'Connor, across from Hemlock High School) started an instrument replacement fund and was able to raise over \$10,000 to buy such things as a baritone and tenor saxophones, two sousaphones, a concert bass drum, marching snare drums, to name a few. Some of these instruments cost up

to \$3,000 each and are owned by the school, and played by top students to enhance the sound of the band. So far this year, we have raised a little over \$6,000 for more new instruments through Mrs. O'Connor's fund.

John and Michelle Bueker are willing to match any funds we can raise between now and December 30, up to \$20,000, for instrument replacement. These tax deductible donations will be handled through Mrs. O'Connor and the Hemlock Board of Education.

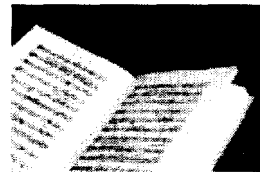
We do not have much time to meet our goal. Any donations will help! Remember, the donations are tax deductible but must be ☐ made before December 30, in order to meet the challenge. We are very thankful to John and Michelle Bueker from Bueker Developments for this generous gesture and for Mrs. O'Connor's assistance in making this community effort a reality.

Instrument Replacement Fund



Dr. Dennis and Charlotte O'Connor, after hearing the age and price of many of the school-owned band instruments, decided to set up a fund specifically for instrument replacement. Mrs. O'Connor contacted many businesses and acquaintances about her project and it has been very successful. Hopefully, our "friends of music" will consider donating to this fund on a yearly basis. It has helped the program immensely, considering that many of the instruments are thirty to fifty years old.

If you are interested in making a tax deductible donation to our instrument fund, please contact Char at Dr. O'Connor's office at 517/ 642-8310. In order for Char to keep track of the money she raises, checks should be made out to Hemlock Public Schools, but given to Char at the doctor's office (570 N. Hemlock Road, Hemlock, MI 48626). Your support is appreciated



Contacts

Hemlock Board of Education - (517) 642-5282

Hemlock High School Office - (517) 642-5287

Hemlock Middle School Office - (517) 642-5253

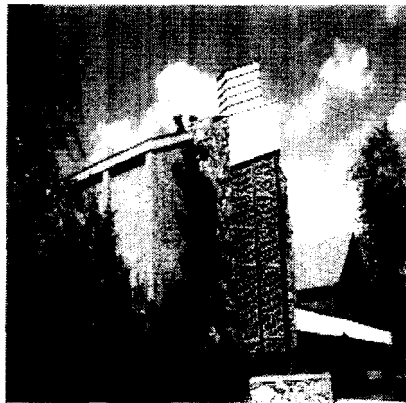
Hemlock Ling School Office - (517) 642-5235

Hemlock Elementary School Office - (517) 642-5221

Hemlock Board of Education - (517) 642-5282

Hemlock Adult Education - (517) 642-2338

Welcome To Hemlock United Methodist Church



406 W.
Saginaw
Street (M-46)

Hemlock,
Michigan
48626

Corner of M-
46 and Maple
St.



(517) 642-5932

Worship & Education Hours

9:30 a.m. Sunday School for Children, Youth and Adults

11:00 a.m. Worship

Infant and Child Care available

Office Hours Monday Through Thursday 8:30 a.m. to 12:00 noon



About our
Church



Church
History



Meet the Staff



Contact
Us



Family
Activities



Adult
Activities



Children &
Youth Activities

The space for this web site has been provided courtesy of the General Board of Global Ministries, The United Methodist Church. The content of these web pages is the responsibility of Hemlock UM Church.

About Our Church

If you are searching for a church family, we would like to have you come and worship with us! We have much to offer your entire family. The church is located in the village of Hemlock, Michigan, a growing community on the edge of Saginaw Michigan. The "Church Family" numbers about 110 Families.

There are many activities for the family; throughout the year we have family potlucks, hayrides, parties, concerts, and special Christmas-Lent-Easter programs and services. During these programs, we promote family involvement.

Our church is host to the Boy Scout and Girl Scout Troops; both troops are active and offer many wonderful experiences for our Community youth.

We offer a special summer schedule and a monthly newsletter to keep the entire "Church Family" informed of the exciting events happening in the coming month. A church Library is available for everyone to use and has a fine supply of reference, fictional, devotional and children's books.

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36
37	38	39	40
41	42	43	44
45	46	47	48
49	50	51	52
53	54	55	56
57	58	59	60
61	62	63	64
65	66	67	68
69	70	71	72
73	74	75	76
77	78	79	80
81	82	83	84
85	86	87	88
89	90	91	92
93	94	95	96
97	98	99	100

THE UNITED STATES OF AMERICA
DO hereby certify that
the following is a true and correct copy
of the original as the same appears
in the records of the
Department of the Interior
at Washington, D. C.
this 1st day of January, 1900.

THE SECRETARY OF THE INTERIOR